

Amendment to the Specification:

[0012] Within the modular sections 23, 25, 27 are upper product bins or compartments 31, 32, 33 and lower product bins or compartments 34, 36, 37. The compartments 31, 32, 33, 34, 36, 37 have flat, horizontal floors or bottoms on which the lower ends of the downrods rest. Floor 56 for compartment 32 and floor 57 for compartment 36 are shown in Figure 2. The compartments 31, 32, 33, 34, 36, 37 are subdivided by laterally spaced and adjustable dividers 38, 39, 41, 42, 43, 44, respectively, which are supported on rods 46, 47, 48, 49, 51, 52, respectively. The rear walls of the compartments 31, 32, 33, 34, 36, 37 slope back at a ten degree angle from vertical in order to stabilize the downrods, not shown, and to provide an optimal viewing angle for the customers. As shown in Figure 2, the rear walls 58, 59 of the compartments 32, 36, respectively, of section 25 are parallel to one another. The forward offsetting of the rear wall 58 from the plane of the rear wall 59, rather than using coplanar rear walls, reduces floor space required for the display 11. The rear walls of the sections 23, 27 are offset from one another in a similar manner. The substantially upright position of the downrods, in which they are supported by the floors, rear walls and dividers, makes it easy to load and unload the compartments. Removal of a downrod does not cause movement or displacement of other downrods. The angle also prevents the downrod from tipping forward until an individual product is removed by a customer or by stocking personnel. The dividers allow downrods of the same or similar lengths to segregate by color or other material distinction.